

PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER

RFTOP# 240

TITLE: Distinguished Lectures in the Science of Complementary and
Alternative Medicine

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. ADMINISTRATIVE INFORMATION:

Point of Contact Name: Todd C. Cole
Contracting Officer

James Carder
Contract Specialist

Proposal Address: Research Contract Branch, OM
[U.S. Mail] National Cancer Institute
6120 Executive Boulevard
Executive Plaza South
Suite 600, Room 6114
Bethesda, MD 20892-7196

Proposal Address: Research Contract Branch, OM
[Hand Delivered] National Cancer Institute, Suite 600
6120 Executive Boulevard, MSC 7196
Bethesda, MD 20852

Billing Address Research Contract Branch, OM
National Cancer Institute
6120 Executive Boulevard
Executive Plaza South
Suite 600, Room 6114
Bethesda, MD 20892-7196

B. PROPOSED PERIOD OF PERFORMANCE: Base Year: April 1, 2005 to March 31
6, 2006 and Option Year 1 April 1, 2006 to March 31, 2007.

C. PRICING METHOD: Cost Plus Fixed Fee (Level of Effort)

D. PROPOSAL INSTRUCTIONS: Proposals **shall be submitted electronically** to
carderj@mail.nih.gov Please enter in the subject line the following text, “RFTOP#240-
Proposal from {insert your firm’s name}.” A signed task order form will later be
requested from the selected firm. Proposals shall be limited to fifteen (15) pages 1.5 –
spaced, typewritten pages (excluding CVs or resumes).

ESTIMATED LEVEL OF EFFORT

It is anticipated that approximately 600 labor hours will be required to complete this contract per year.

NOTE: The estimate is not intended to be restrictive for proposal purposes.

ADDITIONAL INFORMATION

The following is a sample Article, which outlines how the Level of Effort may be addressed in a resultant contract:

SAMPLE LEVEL OF EFFORT ARTICLE

- a. During the period of performance of this contract, the contractor shall provide **TBD** direct labor hours. The **TBD** direct labor hours contains the hourly/temporary effort as stated in the proposal. The labor hours excludes vacation, sick leave, and holiday. It is estimated that the labor hours are constituted as specified below and will be expended approximately as follows:

<u>Labor Category</u>	<u>Labor Hours Base Year</u>	<u>Labor Hours Option Year 1</u>	<u>Total</u>
TBD	TBD	TBD	TBD
Total	TBD	TBD	TBD

- b. The Contractor shall have satisfied the requirement herein if not less than 95 % nor more than 105 % of the total direct labor hours specified herein are furnished.
- c. In the event fewer hours than the minimum specified number of direct labor hours in the total categories are used by the Contractor in accomplishing the prescribed work and the Government has not invoked its rights under the clause TERMINATION (Cost-Reimbursement) Federal Acquisition Regulation 52.249-6 incorporated in this contract, these parties agree that the fee will be adjusted based solely upon the quantity of hours by which the number of direct labor hours furnished is less than the number of direct labor hours specified in this ARTICLE. The resulting adjustment shall be evidenced by a contract modification.

E. RESPONSE DUE DATE: **March 2, 2005 at 12:00p.m. ET**

F. TASK DESCRIPTION:

Background

Complementary and alternative medicine (CAM) practices are best described as those not presently considered an integral part of conventional medicine. CAM usage has been continually on the rise. Historical precedent predicts the promise of CAM modalities to expand the health care repertoire; however, there is to date little definitive scientific evidence to establish their safety and efficacy.

In 1998, Congress established the National Center for Complementary and Alternative Medicine (NCCAM) at the National Institutes of Health. NCCAM is dedicated to exploring complementary and alternative healing practices in the context of rigorous science; training researchers; and disseminating authoritative information to the public and professionals. To achieve these goals and to ensure that NCCAM's actions are commensurate with the public trust, the Center has developed a 5-year strategic plan. (See the NCCAM website, www.nccam.nih.gov.)

NCCAM strives to create a public image that conveys a dedication to exploring complementary and alternative healing practices in the context of rigorous science, and also providing accurate information to consumers with sensitivity and compassion. To this end, NCCAM uses a variety of methods, media, and technologies to provide a timely source of evidence-based CAM information.

As part of its outreach and education strategy, NCCAM hosts a Lecture Series entitled, *Distinguished Lectures in the Science of Complementary and Alternative Medicine*. The goals of the Lecture Series are to:

1. Promote NCCAM as an organization that adheres to uncompromising standards of excellence in the pursuit of science.
2. Educate scientists, researchers, health care practitioners, and the interested public regarding what CAM is, its historical and social context, and what scientific evidence exists.
3. Attract talented and creative scientists to apply their expertise and knowledge to help the advancement of the science by increasing awareness of NCCAM and its scientific mission throughout the basic and clinical research community.

Description of Lecture Series: Frequency and Duration

The Center will host two lectures per year in 2005 and 2006. Continuation of the series beyond 2006 is contingent upon an evaluation of the effectiveness of the Lecture Series.

Topic Areas

Lectures will place CAM within the historical and cultural context of medicine as an ever-evolving discipline. Additional lectures will cover topics spanning the four domains, as well as whole medical systems, within which NCCAM categorizes the many and diverse CAM approaches: 1) mind-body practices, 2) biologically based practices 3) manipulative and body-based methods, and 4) energy medicine.

Selection of Lecturers

Lecturers will be individuals who have distinguished themselves for their accomplishments such that they have national or international recognition by the larger scientific community as evidenced by, for example, membership in the Institute of Medicine or National Academy of Sciences. The NCCAM Director, with input from NCCAM senior staff, will select the lecturers.

Audience

The primary audience is the NIH community and other Government agencies in the Washington, DC, area that have an interest in CAM. The secondary audience is the

larger conventional and CAM research communities, advocates, and the interested public. Continuing Medical Education (CME) for each lecture will be offered through the NIH Office of Education and the NCCAM continuing education center (currently being developed for the NCCAM Web site).

Logistics

Lectures will occur on the NIH campus, in Masur Auditorium (as available). Lectures will also be shown by NIH VideoCast live via the web. Archived lectures will be available on the NCCAM website.

Speakers

2005: A guest speaker from Duke University
Friday, April 22, 2005

2005: A guest speaker from Harvard University
Date Fall (TBD)

2006: A guest speaker from Harvard University
Date Spring (TBD)

2006: Second Speaker: TBD

III. Tasks/Statement of Work

Overview

NCCAM requires a contractor to plan, develop, and carryout publicity and promotion for the Lecture Series and facilitate event coordination. The contract will include two tasks:

1. *Promotion.* Including the NIH, local media, and community to bring awareness of NCCAM in the larger conventional and CAM research communities and to draw viewers to the web to view the lecture series.
2. *Event Coordination.* Logistics, speaker liaison, event coordination, onsite support, CME application, post-event evaluation, and transcript of lecture.

With input and feedback from Project Officer the contractor shall provide and implement a plan to meet each of the tasks described above.

Specific Tasks

Task 1. Promotion

Promotion Plan and Timeline

The contractor shall develop a detailed promotion plan and timeline for each lecture for review and approval by the task order monitor.

Posters

Posters (large, small, and tent cards) shall be developed and printed by the NIH Medical Arts and Photography Branch. The contractor will coordinate distribution and hanging the posters around the NIH or elsewhere in the Washington, DC, area.

Determining Specific Groups and Individuals

For each lecture, in concert with NCCAM, the contractor shall develop a list of key groups and individuals to invite based upon the specific lecture topic. This list will include key advocates, university/medical schools, interested public, and area CAM practitioners. The contractor shall create a database and maintain the mailing lists for all lectures. The contractor shall enter all mailing data and categorize each entry by relevant subject areas. The information contained in the database will be the property of NCCAM. Through the contractor, NCCAM staff shall be able to retrieve queries from the database to generate category mailing lists for future usage. The following levels of notification may occur:

1. Personal invitations: A letter from the NCCAM director with small poster, mailed to specific individuals and/or groups.
2. Personal e-mail notification: An e-mail from NCCAM to individuals or groups notifying them of the event.
3. Broadcast e-mail notification: E-mail sent to listservs or bulletin boards.

Press Announcements

A notice shall be written and sent to the appropriate media venues (such as local health/community calendars, the NIH Record, etc.) as determined by NCCAM's Office of Communications and specified by the Project Officer.

Web Site

NCCAM shall host the web page for the Lecture Series. The contractor will coordinate with NCCAM's webmaster to ensure timely posting of information.

Task 2. Event Coordination

Administrative

The contractor shall coordinate all logistical arrangements for the consultant lecturers. This includes serving as a liaison to the speaker; making arrangements for travel, lodging, per diem; coordinating audiovisual needs; and post-lecture wrapup and providing payment to consultant lecturers. **{Offerors should assume \$500 for consultant fee plus \$1,500 in travel expenses per speaker, per scheduled lecture for proposal purposes}**. The contractor shall compose and send formal invitations to the Lecturers and invited VIP guests. The contractor shall maintain a database of invitees for each event.

The Event

VideoCast

Contractor shall coordinate video crew and all arrangements through NIH Medical Arts and Photography Branch (MAPB). The signal will be streamed to the NIH VideoCast department and broadcasted on the web. The contractor will also obtain a VHS and beta tape of the lecture. The contractor shall coordinate closed captioning and other reasonable accommodation requirements, including sign language interpretation.

Audio/Visual Requirements

The contractor shall provide assistance to the lecturer for preparing PowerPoint slides if required. The contractor shall be on site for each event and make sure that appropriate audiovisual requirements are met. This includes managing media, event photography (through MAPB), videocasting, etc., and coordinating with NIH and NCCAM staff.

Program

The contractor shall draft a program for the event, if required by the Project Officer. The program will include the agenda, Lecturer's bio and photo, overview of NCCAM and Lecture Series. NIH MAPB will design and print the program.

Arrangements for Meetings with NCCAM/NIH Staff

The lecturer may meet with different NIH and/or NCCAM staff as necessary during their stay. The contractor shall coordinate the meetings and transportation and provide a schedule of activities.

CME Application

The contractor shall prepare the CME application (for onsite and video viewing) and followup evaluation and documentation, as required by the NIH Office of Education, for each lecture. The contractor will also ensure that all promotion is carried out in accordance with CME guidelines.

Online Continuing Education Center

NCCAM is currently developing an online continuing education center. The contractor will work with a vendor (already selected) to add new lectures to the

center. The contractor shall obtain a beta-tape and VHS tape, as well as a transcript of the lecture, from MAPB, coordinate the vendor's work, and process the vendor's payment (approximately \$5,000 per lecture).

Onsite Staffing

The contractor shall provide onsite staffing support, including greeting the lecturer, ensuring that all a/v equipment is functional, greeting attendees, distributing programs and CME evaluation forms, coordinating the photographer and sign language interpreter, and troubleshooting in general.

Transcript

The contractor shall arrange for a written transcript of each lecture.

Deliverables

The contractor will prepare a summary report after each lecture that documents the activities, tasks, outcomes, and expenditures. The contractor will prepare an historical file of each lecture that includes all products, invitation lists, and media coverage reports. Monthly Progress Report, Task Order Close Out report and reports required of the original contract.

G. EVALUATION FACTORS

The technical proposal will receive paramount consideration in the selection of the contractor for this Task Order. All evaluation factors, other than cost or price, when combined are significantly more important than cost or price. However, *cost/price* may become a *critical factor* in source selection in the event that two or more offerors are determined to be essentially equal following the evaluation of all factors other than cost or price. *In any event, the Government reserves the right to make an award to that offeror whose proposal provides the best overall value to the Government.*

Evaluation factors will be weighted according to the percentages below:

1. Qualifications and Experience of Personnel (40%)

The contractor must provide a management plan and qualified staff to implement all aspects of the required work. Names, credentials, educational background and training, documented experience, and availability and percentage of time for all staff working on the project must be presented. Résumés or curricula vitae may be attached as appendices.

2. Corporate Experience (40%)

The contractor shall demonstrate they have experience in performing similar type requirements.

3. Technical Approach (20%)

The contractor shall present sound technical strategies for accomplishing the tasks in the statement of work.

TO # PICS-240 TITLE: Distinguished Lectures in the Science of Complementary
and Alternative Medicine

PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0

Contractor:
Points of Contact:
Phone- Fax-
Address:

TOTAL ESTIMATED COST:	Pricing Method CPFF-LOE
TOTAL ESTIMATED NUMBER OF HOURS:	
PROPOSED COMPLETION DATE:	

FOR THE CONTRACTOR: _____

Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED
THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE
PRICE/COST IS REASONABLE.

Billing Reference # _____
Appropriations Data: _____

RECOMMENDED:

FAX # Signature - Project Officer Date

APPROVED: _____
FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR
ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF
THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: _____
FAX-301-435-6101 Signature – Larry Manning , NIH-PICS Coordinator Date